**附：参考样卷二**

1. **Reading Comprehension. (2 points for each, altogether 40 points)**

**PASSAGE ONE**

For years, the towering buttes along Interstate 40 in Arizona were surpassed in majesty only by the desert's night sky — a ceiling of ink glittering with stars and frosted with iridescent wisps of Milky Way. Today, however, the once pristine views from I-40 and various scenic byways across the U.S. are being whitewashed by floodlit roadside businesses whose commercial glow obscures the heavenly lights for miles around.

"The stars are an endangered species," complains Wini Brewer, a Morongo Valley, Calif., artist who purchased five acres of desert property for its starry vista in 1996 but is now mired in squabbles with the owners of what she considers grossly over-lit homes and businesses. "Ruining the sky," she says, "is no different from ruining the view of Yosemite."

Light pollution, a term coined by astronomers trying to protect mountaintop telescopes from the encroaching glare of urban sprawl, is fast becoming a national concern. Legislation to "**bag** the beam," as one campaign refers to it, is pending in four states, including New York and Massachusetts. Last summer Texas and New Mexico enacted tough laws to restrict outdoor lights, and just last week officials in Fauquier County, Va., joining hundreds of regional enforcement efforts, voted unanimously in favor of similar restrictions. Even Innuits living 200 miles north of the Arctic Circle have reportedly begun to complain about the lights.

Thanks in part to the publicity surrounding Comet Hale-Bopp and other heavily hyped celestial events, "light pollution went from a nonissue to something that's on everyone's mind," says Maryann Arrien, a documentary-film maker and an amateur astronomer in Putnam Valley, N.Y. Efforts to curb light pollution are under way from the Australian Outback to Britain's Sherwood Forest, according to the International Dark-Sky Association (IDA), which boasts 3,600 members in 70 countries.

The lights won't wink out without a fight. Homeowners view brightly lighted streets as a crime deterrent and tend to feel more secure when their property shines like a Hollywood stage set. And business owners who pump a lot of money into outdoor signage insist that increased wattage is frequently all that sets them apart from the competition.

But there is such a thing as shining too much light on a subject. The Illuminating Engineering Society of North America studied commercial lighting and concluded that many companies use five times the amount of light necessary for effective marketing. "Business lights are out of control," says Nancy Clanton, a lighting designer who helped the I.E.S. draft new guidelines recommending that outdoor lighting be reduced as much as 80%.

Antilight activists say it's possible to fight crime in residential areas without whiting out the sky. "We're not suggesting you live in the dark. We're saying it's time to keep lights on the ground where we need them," says Tim Hunter, co-founder of the IDA, who contends that at least 30% of all light is needlessly cast into the sky. Indeed, the solution to many light-pollution problems may be as absurdly simple as putting shields around outdoor bulbs to prevent their beams from traveling above the horizon.

1. The homeowners overlight because they want to \_\_\_\_.

1. make their houses more beautiful
2. feel more secure
3. enjoy the view of the streets
4. earn more money

2. It can be inferred from paragraph 4 that light pollution \_\_\_\_.

1. was not considered to be a big problem in the past
2. is not serious today
3. is a nonissue now
4. caught worldwide attention long ago

3. Antilight activists suggest that people \_\_\_\_.

1. live in the dark
2. keep lights only when needed
3. keep as many lights as possible
4. join the IDA

4. The solution to many light pollution problems is \_\_\_\_.

1. time-consuming
2. simply indeed
3. difficult
4. costly

5. “Bag” means to \_\_\_\_.

1. get possession by strategy
2. cause to swell
3. capture or seize
4. achieve in competition

**PASSAGE TWO**

No one disagrees with the economic necessity of geographically extending a product. Not only does it increase turnover but also it makes economies of scale possible, thus giving companies a competitive advantage in local markets. But how far do we push the global idea? Should we globalize all aspects of a brand: its name, its creative concept and the product itself?

Global branding implies the wish to extend all three aspects throughout the world. Rarely, though, is it realistic and profitable to extend all of them? The Mars brand, for instance, is not absolutely global. The Mars chocolate bar is sold as an all-around nutritious snack in the UK and as an energizer in Europe. Nestlé adapts the taste of its worldwide brands to local markets. The Nescafe formulas vary worldwide.

Nowhere is globalization more desirable than in sectors that revolve around mobility, such as the car rental and airline industries. When a brand in these sectors is seen as being international, its authority and expertise are automatically accepted. Companies such as Hertz, Avis, and Europcar globalized their advertising campaigns by portraying typical images such as the busy executive. An Italian businessman will identify more with a hurried businessman who is not Italian than with an Italian who is not a businessman.

The main aim of such global marketing campaigns is not to increase sales but to maximize profitability. For example, instead of bringing out different TV advertisements for each country, a firm can use a single film for one region. The McCann-Erikson agency is proud of the fact that it has saved Coca-Cola $90 million over the past 50 years by producing commercials with global appeal.

Social and cultural developments provide a favorable platform. for globalization. When young people no longer identify with long-established local values, they seek new models on which to build their identity. They are then open to influence from abroad. When drinking Coca-Cola, we all drink the American myth, fresh, young, dynamic, powerful, all American images. Nike tells young people everywhere to surpass themselves, to transcend the confines of their race and culture.

Globalization is also made easier when a brand is built around a cultural stereotype. AEG, BOSCH, Siemens, Mercedes and BMW rest securely on the "Made in Germany" model, which opens up the global market since the stereotype goes beyond national boundaries. People everywhere associate the stereotype with robust performance.

Barilla is another example: it is built on the classic Italian image of tomato sauce, pasta, a carefree way of life, songs and sun. IKEA furniture epitomizes Sweden. Lancôme expresses the sophistication of the French woman.

Certain organizational factors ease the shift to a global brand. American firms, for instance, are naturally geared towards globalization because marketing in their huge domestic market already treats America as a single entity despite its social and cultural differences.

Another organizational factor concerns the way US companies first expanded in Europe. Many set up European headquarters, usually based in Brussels or London. From early on Europe was considered a single and homogeneous area.

Finally, a single center of production is also a great advantage. Procter & Gamble centralizes European production of detergents in its Amiens factory. This maximizes product standardization and enables innovations to spread to all countries at once, thus giving the company a competitive advantage over local rivals and ensuring the continued growth and success of the brand.

6. The purpose of the passage is to \_\_\_\_.

1. persuade readers to buy products from worldwide brands
2. inform readers about the conditions for and the benefits of global marketing
3. help producers earn more money
4. advertise for world famous brands

7. To increase \_\_\_\_ is the primary aim of global marketing.

1. SALES
2. RECOGNITION
3. PROFITABILITY
4. PRODUCTION

8. “American firms are naturally geared towards globalization” suggests that \_\_\_\_.

1. Americans companies get valuable experience from domestic marketing
2. Americans are born good businessmen
3. American firms can expand in Europe
4. American companies will spread overseas

9. The passage is best described as \_\_\_\_.

1. INFORMATIVE
2. IMAGINATIVE
3. DESCRIPTIVE
4. ARGUMENTATIVE

10. It can be concluded from the passage that \_\_\_\_.

1. only big brands can survive nowadays’ competition
2. global marketing provides companies with a good chance of development
3. all global companies are making good profits
4. all companies should globalize

**PASSAGE THREE**

Agatha Christie would not have gone near *The Mystery of the Missing Solar Neutrinos*, but the puzzler has held scientists in rapt frustration for more than 30 years. Finally, their perseverance appears to have paid off.

Accepted theory says the sun’s core, heating itself by atomic fusion, should spew into space vast numbers of minuscule particles called electron neutrinos. Most of these ghostly particles travel billions of light-years, even straight through stars, without hitting a thing. Measuring them is obviously difficult, but every detector until now has consistently found half or fewer of what theory would predict. Physicists began to doubt their concept about why stars shine.

Last week, after 14 months measuring faint flashes of blue light from neutrinos and other particles streaming through detector 6800 feet down in an Ontario nickel mine, 178 scientists from Canada, USA, and the UK announced that they have solved the conundrum. Nothing is wrong with models of the sun, says project director Arthur McDonald of Queen’s University in Kingston, Ontario. The neutrinos are right where they should be. Some are just in disguise. The instrument found electron neutrinos mixed in with other, even harder-to-detect **flavors** of neutrinos. So, while some may change identity on the way to Earth, the grand total is just right.

Nobody greeted the results more joyously than physicist John N. Bahcall of the Institute for Advanced Study in Princeton, New Jersey. In the early 1960s, he calculated how many neutrinos the sun’s furnace should send through Earth. It’s a lot. About 5 million pass harmlessly through a fingernail-sized area every second. In 1968, the first neutrino detector, located deep in the Homestake Mine in South Dakota, found the discrepancy. Bahcall recalls it as the most embarrassing moment of his professional life.

Last week’s discovery solves one mystery but raises others. Nobody is sure exactly why neutrinos change their identity. The overarching standard model of physics says neutrinos have no mass; the new results suggest they must have at least a tiny bit of weight.

The work leaves American scientists deeply envious of the Canadian laboratory. Japan, Russia, and Italy also have first-rate underground laboratories shielded from ordinary cosmic rays and suited for studying neutrinos. A consortium of US universities applied to federal agencies early this month to construct a $200 million laboratory more than 7400 feet down in the idle Homestake Mine, deeper than any other country’s setup.

11. What is the main idea of the passage?

1. The new discovery about neutrinos proves the solar energy theory widely accepted and raises other problems.
2. *The Mystery of the Missing Solar Neutrinos* went unnoticed for a long time.
3. The established theories concerning neutrinos are completely overthrown.
4. American laboratories are better equipped than the Canadian ones.

12. “Flavors” means \_\_\_\_.

1. TASTES
2. FUSIONS
3. DETECTORS
4. CHARACTERISTICS

13. Mr. Bahcall was \_\_\_\_ as he saw the new findings.

1. PUZZLED
2. JEALOUS
3. EMBARRASSED
4. DELIGHTED

14. What does the first paragraph mean?

1. Scientists have worked for a long time to solve the mystery of solar neutrinos.
2. Scientists have been confused by Agatha Christie’s book for 30 years.
3. Agatha Christie held opinions quite discrepant to those of other scientists.
4. Agatha Christie has solved the problem the scientists have been puzzled for 30 years.

15. According to the last paragraph, which statement is true?

1. Italy also has an excellent underground laboratory undefended against ordinary cosmic rays and suited for studying neutrinos.
2. Canadian scientists were reluctant to work with American counterparts.
3. American scientists wished they could have the laboratory the Canadian scientists processed.
4. A partnership of American universities has constructed a $200 million laboratory more than 7400 feet down in a vacant mine.

**PASSAGE FOUR**

Legalizing pot, as recommended this weekend in a conference resolution of the National Union of Students (NUS), is not now as radical a proposal as it might seem. All manner of “establishment” figures have supported similar plans: from a Presidential Commission in the US to the Principal of King’s College, London, who wanted to see the drug taxes and proceeds used for university research. There are, indeed, several unsatisfactory problems created by the present ban on hemp (or cannabis, weed): the law is widely disregarded and thus helps to bring other laws into disrespect; it cannot be enforced selectively because of a large number of people who use the drug at home; it can lead to unnecessary — and possibly illegal — police searches; and it increases friction between the police and minority groups, like framers of the NUS motion. Finally, if drugs such as cigarettes and alcohol are permitted, then why not pot?

The last point is easy to counter: quasi-Government approval for two harmful drugs is no argument for permitting a third. Unlike drink and tobacco, there is still some doubt about the harmful effects of hemp, but research here is in its early days. Already Columbia University scientists in New York have completed one project which suggests that the drug could open the door to metabolic diseases, including cancer, by affecting cellular immunity. The team found that white blood cells of hemp users were 40% less effective in fighting viruses than those of non-hemp users. Other studies have discovered all manner of side effects, including the danger of growing impotency. Any responsible Government would hold back in such circumstances; not least because the fad appears to be on the wane. to legalize it now might promote the drug just as its use was beginning to decline.

But if Mr. Jenkins wants to maintain his reputation as a reformer, there are useful amendments he could make to the law. Far too many people are still ending up in prison — over 100 in 1972 — merely for using the drug. The last Conservative Government finally recognized a sharp distinction which must be made between users and pushers and cut the maximum sentence for users from twelve months to six. But is prison necessary at all for users, particularly now that criminologists have demonstrated so starkly the damage that prison can cause? In Oregon USA, hemp users are treated like traffic offenders, fined heavily but are never sent to prison. It is right that **the big pushers**, coining thousands of pounds from their trade, should receive heavy sentences. But the courts must also take note that there are two types of pushers: the professional and the order, which would allow an amateur pusher a chance to contribute to society, seems a far more appropriate sentence than prison.

16. “Help to bring other laws into disrespect” means that \_\_\_\_.

1. this law has less value than others
2. other laws are not taken seriously for people can break this law without being caught
3. other laws are needed to control drug-taking
4. drug-takers will break other laws

17. What is the author’s attitude to the argument “if drugs such as cigarettes and alcohol are permitted, then why not pot?”

1. INDIFFERENCE
2. DISAGREEMENT
3. AMBIGUITY
4. AGREEMENT

18. According to the research that has been carried out, the effects of using pot on health \_\_\_\_.

1. may be considerable
2. are not important
3. are exaggerated
4. are completely unknown

19. “The big pushers” refer to those who \_\_\_\_.

1. were infected with serious illnesses
2. made fortunes by selling hemp
3. grew tons of hemp
4. charged too much for hemp

20. What is the author’s argument?

1. The law should be made less severe for people who take the pot and for some of those who sell it.
2. The drug laws should be made more humane for all offenders.
3. Pot should be legalized.
4. People should be made aware of the mortal and medical dangers of drug-taking.
5. **Cloze (1 point for each, altogether 10 points)**

Recent research demonstrates that hormones have a direct impact on the body’s immunological defenses against disease. “Anything involved with meditation and controlling the state of mind that alters hormone activity has the potential to have an impact one the immune system,” says David Felton, chairman of the Development of Neurobiology at the University of Rochester.

It is probably no coincidence that the relaxation response and (21) experience share headquarters in the brain. Studies show that the relaxation response is (22) by the amygdala, a small, almond-shaped structure in the (23) that together with the hippocampus and hypothalamus makes up the (24) system. The limbic system, which is found in all primates, plays a key (25) in emotions, deep-felt memories and, it seems, spirituality. When either the amygdala or the (26) is electrically stimulated during surgery, so (27) have visions of angels and devils. Patients whose limbic (28) are chronically stimulated by drug abuse or a tumor often (29) religious fanatics. “The ability to have religious (30) has a neuro-anatomical basis,” concludes Hawn Joseph, a neuroscientist at the Palo Alto VA Medical Center in California.

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| --- | --- | --- | --- | --- |
| 21 | A. SPECIFIC | B. RELIGIOUS | C. PROFESSIONAL | D. PRACTICAL |
| 22 | A. SHAPED | B. MADE | C. DEMONSTRATED | D. CONTROLLED |
| 23 | A. SKULL | B. CELL | C. BRAIN | D. BODY |
| 24 | A. NERVOUS | B. LYMPHATIC | C. LIMBIC | D. IMMUNE |
| 25 | A. WORD | B. STRUCTURE | C. ROLE | D. ISSUE |
| 26 | A. HYPOTHALAMUS | B. HORMONES | C. HIPPOCAMPUS | D. HEADQUARTERS |
| 27 | A. PATIENTS | B. EMOTIONS | C. DRUGS | D. DOCTORS |
| 28 | A. SYSTEMS | B. REVISIONS | C. RESONANCES | D. REGIONS |
| 29 | A. REMIND | B. HATE | C. BETRAY | D. BECOME |
| 30 | A. VIEWS | B. STUDIES | C. EXPERIENCES | D. BELIEFS |

1. **TRANSLATION (25%)**

**Section A (10%)**

*Translate the* ***First******Paragraph*** *in* **CLOZE** *into Chinese.*

**Section B (15%)** *Translate the following Chinese into English:*

弈秋，通国之善弈者也。使弈秋诲二人弈，其一人专心致志，惟弈秋之为听；一人虽听之，一心以为有鸿鹄将至，思援弓缴而射之。虽与之俱学，弗若之矣。为是其智弗若与？曰：非然也。

1. **Writing (25%)**

*Write an essay on the topic* **My View on “Low-End Population”** *in NO MORE THAN 300 WORDS. Marks will be awarded for content relevance, content sufficiency, organization, and language quality. Failure to follow the above instructions may result in a loss of marks.*

**样卷二答案**

1. **Reading Comprehension. (2 points for each, altogether 40 points)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 题号 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 答案 | **B** | **A** | **B** | **B** | **C** | **B** | **C** | **A** | **A** | **B** |
| 题号 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 答案 | **A** | **D** | **D** | **A** | **C** | **B** | **B** | **A** | **B** | **A** |

1. **Cloze (1 point for each, altogether 10 points)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 题号 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 答案 | **B** | **D** | **C** | **C** | **C** | **C** | **A** | **A** | **D** | **C** |

A英译汉(10分)

最近的研究表明，荷尔蒙直接影响身体对疾病的免疫防御。罗彻斯特大学神经生物学的发展主席大卫·费尔顿说:“任何与冥想有关的事情，以及控制大脑的状态，都能改变荷尔蒙的活动，这有可能对免疫系统产生影响。”

B汉译英(15分)

Yiqiu (Qiu) was the best weiqi (go) player in the country. He was asked to teach two students. One of them was dedicated to learning, doing nothing but listening to Yiqiu’s instruction. The other one, though listening, thought that a swan was coming and wanted to draw a bow and arrow to shoot it down. Even the two learned with the same teacher, the latter one was not as good as the former one. Was he less intelligent than his counterpart? Not really.

1. **写作(25分)**

**略**